



## AMERICA NEEDS FACTORIES—NOW

By W. S. Gifford,

Director of the Council of National Defence.

THE inevitable effect of the demands of war is to force an increase of industrial efficiency in two directions. It demands elimination of waste and at the same time demands an increase in production.

In time of peace our country's industrial plants and the producing facilities of the nation are engaged in supplying the needs of the civilian population. The efficient operation of industry means a large production of commodities for consumption, or, in other words, a high standard of living for the public. Now over a million and a half of our men have been taken out of industrial and productive pursuits and recruited into the army or navy, who are thus still consumers but no longer producers. Furthermore, many millions of those left at home must produce munitions for our fighting forces instead of producing commodities for civilian consumption.

Reduction in civilian consumption by the elimination of unnecessary luxuries will help to make it possible to supply our military needs. If the standard of living is not to be seriously lowered, however, it is obvious that those engaged in the production of essentials for the support of the civilian population must produce more than ever, and in order that the number which must be taken from ordinary production to manufacture munitions shall be as few as possible munition workers must produce their utmost. In other words, if we are to supply the men for our fighting forces, the men, machinery, raw materials and transportation needed for munitions, and at the same time enough necessities for civilian consumption to keep a fair standard of living, our industries must become more efficient than ever before. Waste and unnecessary processes must be eliminated from industry. Industrial leaders must, more than ever before, give their time to serious study of the problem of increasing production.

Inefficient plants must be made efficient. Plants producing commodities of a less essential nature for civilian consumption must prepare intelligently against the possible need to convert their efforts to either producing munitions of war or more essential articles for civilian use. Manifestly it will be a more effective utilization of both man power and plant to convert existing facilities and existing industrial organizations to war work rather than to create entirely new plants and new organizations. It usually requires more time and expense to build anew than to remodel the old. It should be the duty of every industrial leader to give his thought to the problem as to how his own plant can be most effectively utilized in the winning of the war. Not only patriotism but enlightened self-interest demands of industry that it exert every effort on its own initiative to meet the task effectively. No industrial leader should wait for his plant to be drafted into the nation's service. He should realize that responsibility rests upon him to prepare, so that when a request is made upon him by the Government to modify the operations of his plant he will be, as far as possible, prepared.

Many of our industrial plants have already joined the fighting industries. Many more will have to do so. Many working on less essential tasks may have to adjust themselves so that their production can be of a nature vital to the country's needs.

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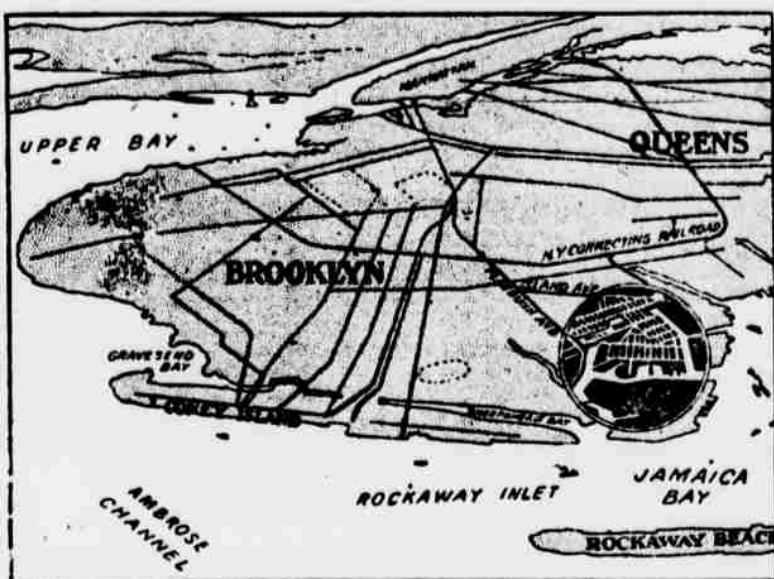
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fore It's Too Late.

Movement of large downtown concerns to the Grand Central zone has never been so great as during the present office-renting season. Never before have so many large concerns leased space in the uptown office district which centres at Madison Avenue and Forty-second Street.

Cushman & Wakefield, who have figured largely in the renting of the Grand Central zone's latest skyscrapers, said yesterday: "The leasing of large space from May 1 in that district commenced last October, earlier than ever before, and continues unabated at an astounding pace, with every indication of continuing."

"Ten or twelve years ago, when Twenty-third Street was considered the uptown limit for an executive office of any large concern, the move from downtown was considered even then in the light of an experiment by competitive business houses. Today, however, the situation is greatly changed. The overcrowded offices downtown, the filled-to-capacity condition of buildings in the financial district, combined with the recent completion of several up-to-date minute skyscrapers in the Grand Central zone, with their convenient proximity to the Grand Central Terminal, all transportation lines and New York's largest hotels, is attracting old establishments, downtown firms to the newer buildings uptown by the score.

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oil, machinery, munitions and arms manufacturers, concerns, dealing in metals of every description, contractors and engineers, all users of large space.

"The extremely active office renting is exemplified by the large concerns who have leased space through our firm in the new twenty-six story building at 50 East Forty-second Street, southeast corner of Madison Avenue and Forty-second Street and in the new twenty-story Equitable Trust Building at 21 East Fortieth Street. Although the latter buildings will not be ready for occupancy until April they are now about 75 per cent rented.

"It behooves the concern or individual who contemplates moving to emulate the

early bird and catch an office while there are still enough to go round. With no office buildings going up and none contemplated until the end of the war, and the improbability of completing any for at least a year after the war is over, there is every logical reason for quick action on the part of those seeking larger space if they would be comfortable for the next few years."

WAREHOUSE AT SANDY HOOK.

The Amsterdam Building Company of Manhattan has obtained a general contract for the construction of a one-story hollow tile and frame warehouse, at Sandy Hook, N. J., for the United States Government. The cost is approximately \$300,000.

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